



# Welcome!

- Please make sure you had a chance to stick your hand in the “mystery bucket” before sitting.



# Viva Vegetables

A Utah State University collaboration to  
increase vegetable consumption

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Food \$ense Nutrition Education Program

Utah State University Extension



# Outline

- Traditional nutrition education
- The Viva Vegetables approach
- USU research



# Objectives

- Understand the Viva Vegetables approach and why it can be effective in increasing vegetable consumption
- Contrast Viva Vegetables approach to traditional nutrition education
- How to incorporate the Viva Vegetables approach into your classrooms



# Lettuce share

- If your students asked you why they should eat vegetables, what would you tell them?





- Think about what “traditional nutrition education” means to you
  - What is taught?
  - What is the focus?
  - What does the classroom look like?
  - What is the impact on the students after that lesson? Do they change their behavior?



# is there a need for a new approach?

- “Any person looking at the published literature about these programs would have to conclude that they are generally not working.”  
- Dr. Tom Baranowski
- “You can tell students what they need to know very *fast*. But they will forget what you tell them even *faster*.”  
-Mel Silberman, author of *Active Learning: 101 Strategies to Teach Any Subject*

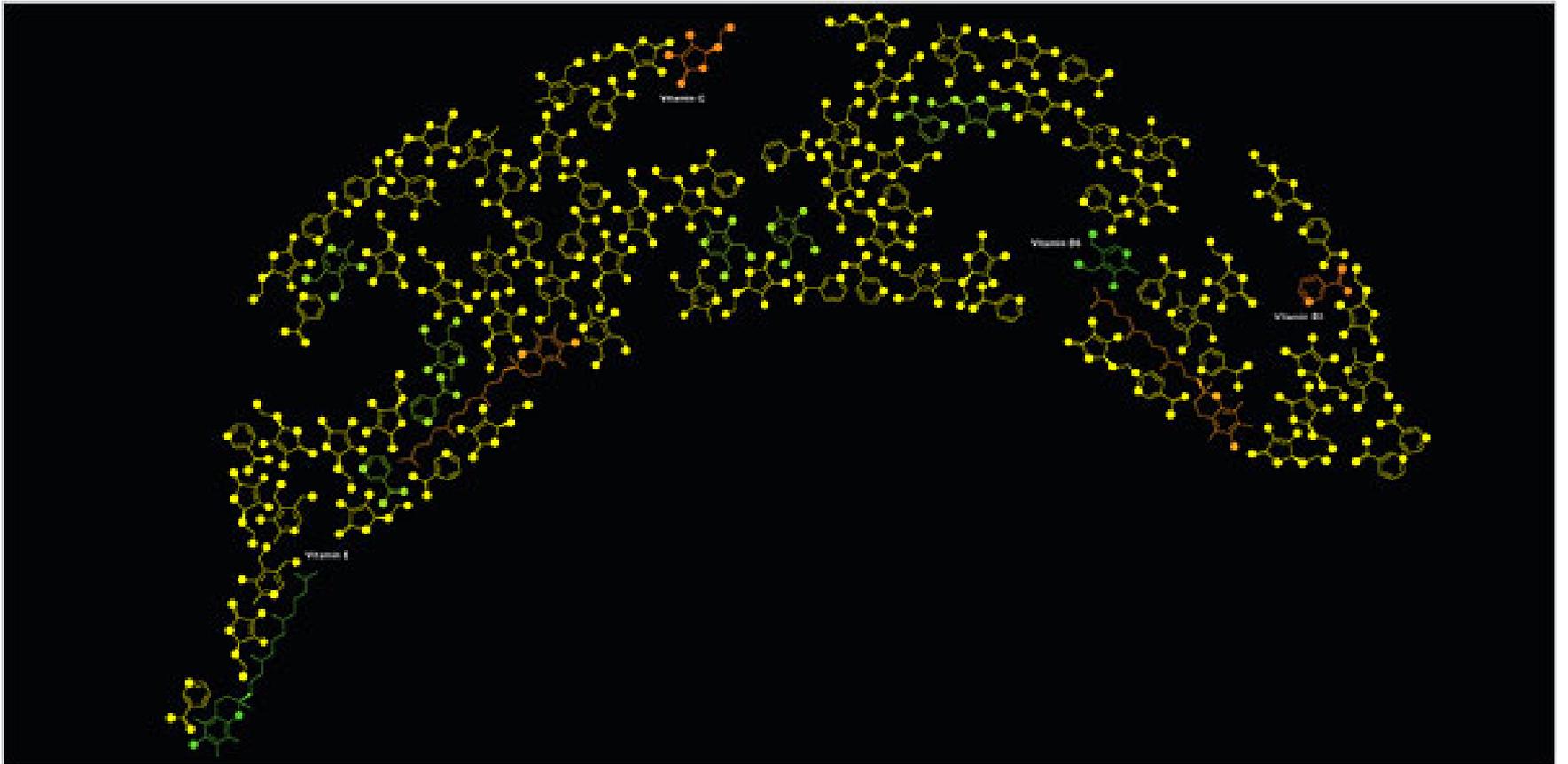


# Peas share your expertise

- Why don't the traditional nutrition education methods create sustainable change?
  - In children?
  - In adolescents?
  - In adults?
  - In general?



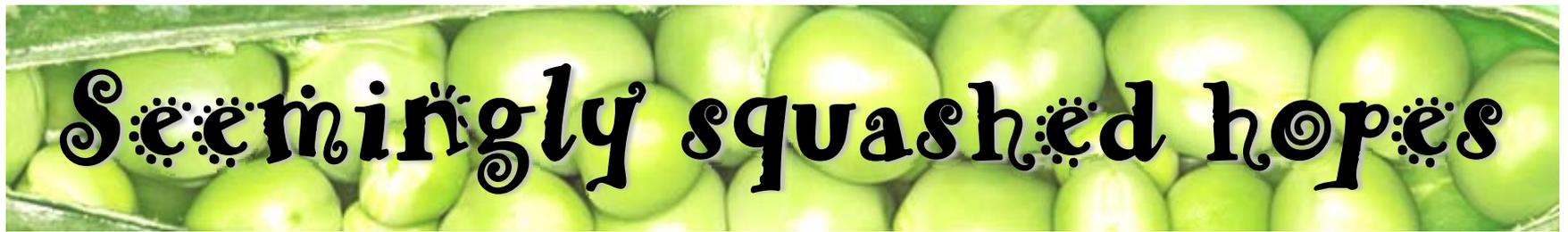
# Nutritionism



A background image of a bunch of fresh red radishes with their green leafy tops and white roots, filling the top portion of the slide.

# Learning and the Brain

- Incoming information is continually questioned:
  - Have I heard or seen this information before?
  - Where does this information fit? What can I do with it?
  - Can I assume that this is the same idea I had yesterday or last month or last year?



- Americans are still not meeting recommendations
- Increase attributed to intake of starchy vegetables (potatoes)
  - Neglect of Dietary Guidelines focus on dark green and orange vegetables
- Obesity rates have tripled among teens

...Viva Vegetables...



# WHO is Viva Veggies?

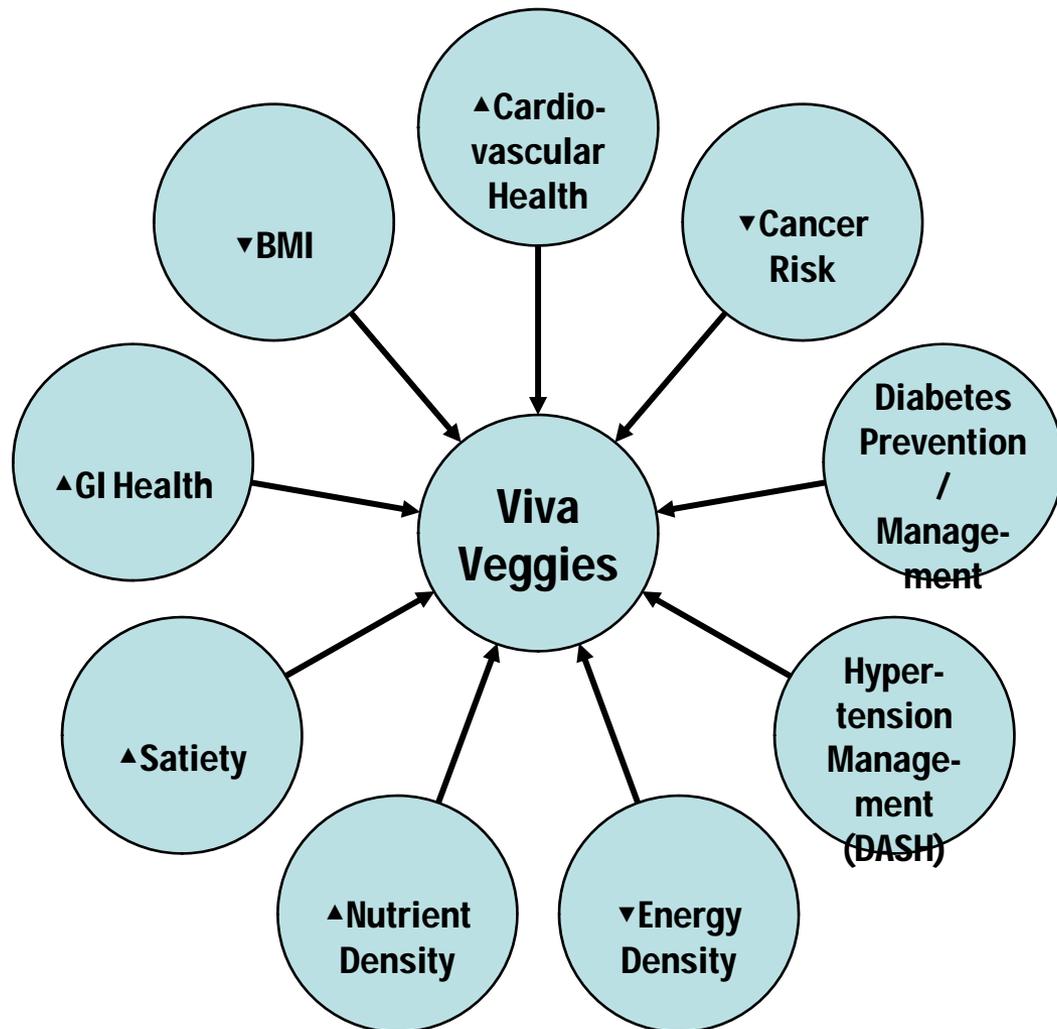
- Collaboration between researchers, educators, and the community to increase vegetable consumption
  - Professors and students in USU Department of Nutrition and Food Sciences
  - Elementary school teachers in Cache Valley
  - **Food \$ense Nutrition Education Program**



# The Viva Vegetables approach

- We should eat them first because they TASTE GOOD
- A literally “touchy-feely” approach to nutrition education through the five senses
- Whole foods
- Emphasis on assimilation

# The idea behind the approach





# The Viva Veggies reasons

- It's crunchy
- It's juicy
- It makes a popping noise when you bite it
- It's smooth and rough at the same time
- It feels like little marbles
- It's squishy



# Viva Veggies education

- SIMPLE
- Utilization of active learning principles
- Helps children relate vegetables to things they already know
- Wanted to create an environment in which they could learn and remember



# USU research

- Spring 2008
  - Vegetable-specific monthly newsletters
  - Developed 3-20 minute units for four vegetables
    - Taste/mouth feel
    - Sight, smell, touch, hearing
    - How it grows
  - Hands-on
  - Comparisons
  - Analysis pending

The logo features the text "USU research" in a stylized, black, serif font. The letters "U", "S", and "U" are larger and more decorative, while "research" is in a smaller, simpler font. The text is set against a background of sliced, colorful vegetables including yellow and green bell peppers and a red pepper. A small yellow icon of a building is visible in the top left corner of the slide.

# USU research

- Fall 2008-Spring 2009
  - Continuation of vegetable-specific newsletters
  - Parent education classes focusing on 1 vegetable per month
  - School lunch intervention



# Turnip your creative juices

- Work with unfamiliar vegetables
  - Have students teach the class how to prepare and serve with an emphasis on the whole vegetable (no hiding)
- Write a menu based on newly discovered veggies that would satisfy Dietary Guidelines recommendations
- Talk about serving size in terms with which students are familiar (plate method, tennis ball)



# Beet these new ideas!

- Emphasize different preparation methods and have students taste and smell the difference
  - Saute, broil, bake, grill, steam, stir-fry
- Come up with a creative way to remember seasonal veggies and how to choose the tastiest
- Discuss pros and cons of locally grown produce vs. grocery store produce
- Do a cooking show



# AsparaGUESS What else you can do?

- Have a local gardener/farmer lecture in your classroom about growing veggies and how the sensory properties of fresh grown vegetables differ from store-bought/canned/frozen.
- Discuss spices/flavorings that could be utilized
  - Cinnamon
  - Sesame salt
  - Jalapeno juice
  - Orange juice
- Learn how to grow a garden



# Resources for you and your classroom

- *Active Learning: 101 Strategies to Teach Any Subject*, by Mel Silberman
- *The Volumetrics Eating Plan* by Barbara Rolls
- Mollie Katzen
  - *Salad People*
  - *Pretend Soup*
  - *Honest Pretzels*
- F\$NE website at [extension.usu.edu/fsne](http://extension.usu.edu/fsne)
  - Newsletters
  - Viva Veggie curriculum
- “Unhappy Eating”, Michael Pollan, *NY Times* January 28, 2007



# Viva Veggies Summary

- Back to the basics
- Hands-on
- Whole foods

# The Viva Veggies dream

“Find funding and build a teaching garden/demo kitchen to grow, harvest, cook, and eat vegetables together in classroom settings for kids/adults/college students...”





“The best way to promote vegetable eating is to feed yummy and beautiful produce to people. And, if they’ve been involved in growing/preparing it, they’ll be even more receptive and motivated. Bring back some of those ‘lost arts’!”

-Tammy Vitale, USU professor

A vibrant basket of fresh vegetables, including a large red tomato, a yellow bell pepper, a green bell pepper, several radishes, and various green herbs like basil and rosemary. The vegetables are fresh and glistening with water droplets.

**Questions?**

**Thank you for attending.**